



The Master of Arts in Health Promotion Management (MA HPM)
Course Description Sheet

Program Description

The Master of Arts in Health Promotion Management (MA HPM) Program combines offerings from Rowan’s College of Education and College of Business. It is designed to serve the needs of professionals from a variety of educational backgrounds. The goal of this program is to prepare professionals in corporate, hospital and community health promotion settings for leadership positions within their organizations. Specifically, graduates will be prepared to serve as directors and managers of health promotion programs and facilities in all three settings and as program directors of non-profit and government health organizations. Graduates will be prepared to serve as Directors and Managers of the following types of organizations:

- Corporate wellness/fitness facilities
• Hospital-based wellness/fitness facilities
• Cardiac/pulmonary rehabilitation centers
• Community wellness/fitness facilities
• Non-profit health agencies
• State/county/city Departments of Public Health

Course of Study

Table with 2 columns: Course ID and Course Description. Rows include Core Health Promotion Courses (7 courses) and Business/Management Courses (3 courses).

MA HPM Course Descriptions

Core Health Promotion Courses

HLTH 37.510: 3 s.h. Research Methods in HES

This course provides an overview of the research methods used in the health and exercise science field. Quantitative and qualitative research methods are reviewed. Steps in the research process, validity and reliability of results and avoidance of common errors that threaten research outcomes are addressed.

HLTH 37.520: 3 s.h. Leadership and Management in Health Promotion Programs

This course is simultaneously a content course in management and leadership as it applies specifically to Health Promotion and Fitness Management as well as a practical experience in health promotion management. Students will conduct a health promotion project and be evaluated by the instructor on their managerial skills in the process. Topics to be covered include: organizational development, concepts of management and leadership, program planning and task design, supervision and performance appraisal, facilities management, marketing and public relations and proposal writing.

HLTH 37.530: 3 s.h. Seminar in Health Behavior

This course will provide an in-depth review and analysis of current health behavior theories and their application at the individual, organizational and national level. As a seminar course, it will incorporate significant class participation and flexibility in determining the specific content to be covered each semester.

Core Health Promotion Courses Continued

HLTH 37.540: 3 s.h. Program Planning in Health Promotion

This course provides an overview of leading health program planning theories, including PRECEDE/PROCEED and Intervention Mapping, and the application of these theories in the most common health promotion settings. The program planning process will be discussed in detail and case studies will be used to demonstrate the successful application of this process.

HLTH 37.560: 3 s.h. Nutrition and Epidemiology

This course is designed to explore nutrition's role in the prevention and rehabilitation of a variety of diseases including: hypertension, hypercholesterolemia, cardiovascular disease, diabetes, obesity, arthritis, osteoporosis, and cancer. The course will explore the etiology and progression of these diseases and facilitate an understanding of how nutrition may be prescribed for the care of individuals with these diseases. A portion of the course will be devoted to analyzing case studies and guiding the student through the process of nutritional management. Students will be required to perform a review of literature on a specific disease, which they will then present to the class.

HLTH 37.550: 3 s.h. Exercise and Epidemiology

This course examines the etiology and pathophysiology of certain diseases and specifically includes the role of exercise as a preventative measure in the onset of these diseases. Disease processes investigated are coronary artery and coronary heart disease, hypertension, Type 2 diabetes mellitus, obesity, osteoporosis, selected cancers and low back pain syndrome.

HLTH 37.570: 3 s.h. Research Thesis

In this independent study course, students will work individually with a faculty advisor to complete a research study relevant to health promotion.

Helpful Rowan Contact Information

Sheri K. Rodriguez

CPCE Administrative Advisor & Professional Development Specialist (Provides assistance from initial inquiry to matriculation)
Phone: 856-256-4708 Email: rodriguez@rowan.edu

Gina M. Gondos

Academic Advisor
(Provides academic assistance after initial registration to graduation clearance)
Phone: 856-256-4792 Email: gondos@rowan.edu

CPCE Email: cpceacademicservices@rowan.edu

(For general questions)

CPCE Website: www.rowan.edu/cpce

(Check here for program updates and/or for future courses)

CPCE Schedules and Registration Deadlines:

www.rowan.edu/cpceschedules

CPCE Course Tally Listing:

www.rowan.edu/cpcecoursesearch (Check here for course details each term including day/time offered, textbook information and any pre-reqs or restrictions)

Registrar's Office

Registration/Official Transcripts/Course Override Forms
Phone: 856-256-4350 Email: registrar@rowan.edu

Bursar's Office

Payment/Tuition/Fees/Billing
Phone: 856-256-4150 Email: bursar@rowan.edu

Financial Aid Office

Aid/FAFSA/Scholarships
Phone: 856-256-4250 Email: financialaid@rowan.edu

Course Catalog

Rowan program & course descriptions are listed in the appropriate course catalog at www.rowan.edu/catalogs

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